

## AMENDMENTS TO THE CLAIMS

Please amend the claims as indicated hereafter.

### Claims:

1-71. (Cancelled)

72-95. (Cancelled)

96. (Currently Amended) A television set-top terminal ("STT") coupled to a server via a bi-directional communication network, said STT comprising:

memory having program code stored therein;

at least one processor that is programmed by the program code to enable the STT to:

receive merchandise advertising data associated with a plurality of motion video presentations;

provide the merchandise advertising data to a user via a television signal;

receive user input corresponding to one ~~for~~ of the plurality of motion video presentations;

establish a dedicated network session with the ~~server~~ server for receiving said one of the plurality of motion video presentations;

receive said one of the plurality of motion video presentations over the dedicated network session; ~~and~~

provide said one of the plurality of motion video presentations to the user[;]

suspend the provision of the motion video presentation responsive to a first user input; and

provide a promotional motion video presentation to the STT responsive to the first user input.

97. (Previously Presented) The STT of claim 96, wherein said merchandise advertising data comprises graphics.

98. (Previously Presented) The STT of claim 96, wherein said merchandise advertising data corresponds to merchandise being provided by an entity other than an entity that is providing the motion video presentation.

99. (Currently Amended) The STT of claim 96, wherein said at least one processor is further programmed by the program code to enable trick-mode functionality to be implemented in connection with said one ~~for~~ of the plurality of motion video presentations.

100. (Previously Presented) The STT of claim 96, wherein said merchandise advertising data is received over a first communication channel and the motion video presentation is received over a second communication channel that is different from said first communication channel.

101. (Previously Presented) The STT of claim 100, wherein the first and second communication channels correspond to a same type of communication channel.

102. (Previously Presented) The STT of claim 100, wherein each of the first and second communication channels is a radio-frequency channel having a specified center frequency.

103. (Currently Amended) The method of claim 100, wherein said merchandise advertising data is carried via each of the first and second communication channels, said first communication channel utilizes a quadrature phase shift keying (QPSK) and the second communication utilizes a ~~is modulated via~~ quadrature amplitude modulation (QAM).

104. (Previously Presented) The method of claim 96, wherein said merchandise advertising data are cyclically transmitted to the STT via a broadcast file system.

105-108. (Cancelled)

109. (New) A method implemented by a television set-top terminal ("STT") coupled to a server via a bi-directional communication network, the method comprising the steps of:

receiving merchandise advertising data associated with a plurality of motion video presentations;

providing the merchandise advertising data to a user via a television signal;

receiving user input corresponding to one of the plurality of motion video presentations;

establishing a dedicated network session with the server for receiving said one of the plurality of motion video presentations;  
receiving said one of the plurality of motion video presentations over the dedicated network session;  
providing said one of the plurality of motion video presentations to the user;  
suspending the provision of the motion video presentation responsive to a first user input;  
and  
providing a promotional motion video presentation to the STT responsive to the first user input.

110. (New) The method of claim 109, wherein said merchandise advertising data comprises graphics.

111. (New) The method of claim 109, wherein said merchandise advertising data corresponds to merchandise being provided by an entity other than an entity that is providing the motion video presentation.

112. (New) The method of claim 109, further providing trick-mode functionality to be implemented in connection with said one of the plurality of motion video presentations.

113. (New) The method of claim 109, wherein receiving said merchandise advertising data over a first communication channel and receiving said motion video presentation over a second communication channel that is different from said first communication channel.

114. (New) The method of claim 113, wherein the first and second communication channels correspond to a same type of communication channel.

115. (New) The method of claim 113, wherein each of the first and second communication channels is a radio-frequency channel having a specified center frequency.

116. (New) The method of claim 113, wherein receiving said merchandise advertising data via each of the first and second communication channels, said first communication channel utilizes a quadrature phase shift keying (QPSK) and the second communication utilizes a quadrature amplitude modulation (QAM).

117. (New) The method of claim 109, further comprising transmitting said merchandise advertising data cyclically transmitted to the STT via a broadcast file system.